

Amendments to the Specification:

Please replace the description of Figs. 3 and 4 on page 6 with the following:

FIG. 3 is a representative rear perspective fragmentary view of a self-supporting display module within the housing of the illuminated display device in accordance with the invention;

FIG. 4 is a representative front perspective fragmentary view of a display module inserted in an upper wall of the housing in accordance with the invention;

Please replace the description of Fig. 8 on page 7 with the following:

FIG. 8 is a representative fragmentary perspective view illustrating an attachment member for the display module being inserted into a corresponding slot within the housing of the illuminated display device in accordance with the present invention;

Please replace the description of Fig. 12 on page 7 with the following:

FIG. 12 is a fragmentary perspective view illustrating the assembled position of ~~[[the]]~~ an elongated member of FIG. 11 within the housing of the illuminated display device in accordance with the present invention; and

Please replace the third paragraph on page 8 with the following:

Referring to the figures generally, and in particular to FIG. 1, a plurality of self-supporting frameless display modules 10a-10d are shown generally and disposed within an opening 12 of a housing 14 of an illuminated display device 16. FIG. 2 more particularly illustrates the positioning of display module 10c within illuminated display device 16.

Please replace the fourth paragraph beginning on page 8 with the following:

As shown in FIG. 2, illuminated display device 16 includes a cabinet 17 having housing 14 and transparent doors 20 and 20'. Housing 14 includes lighting source 18 spaced in front of a rear wall 19 of housing 14 to backlight display modules 10a-d when display modules 10a-d are ~~disposed~~ disposed within housing 14. Lighting source 18 preferably includes fluorescent light tubes of a suitable length and wattage, but alternatively any other suitable lighting source can be utilized as is known in the art.

Please replace the first full paragraph on page 9 with the following:

Housing 14 includes at least one door 20 secured to housing 14 via a hinge 22. In one embodiment, door 20 is suitably secured to hinge 22 on a first edge 23 of housing 14, as shown in FIGS. 1-2. Door 20 may have a suitable latching or locking mechanism (not shown) for

securing door 20 in a closed position to protect the interior of display modules 10a-d. It is contemplated that any number of substantially transparent doors with viewing windows and latching or locking mechanisms may be utilized. For example, FIG. 1 illustrates two doors 20, 20' which may be closed and secured via latching mechanisms located on a vertical member 25 at about the horizontal center of housing 14.

Please replace the last paragraph beginning on page 9 with the following:

Additionally, housing 14 further includes top and bottom sections 15a and 15b and side walls 15d and 15f. [[Each wall 15, 15']] Walls 15a, 15d, 15f and vertical member 25 preferably include[[s]] at least one slot for receiving a corresponding tab of display module 10 when display module 10 is inserted into opening 12 of housing 14 as will be further discussed in detail below. For outdoor use, housing 14 is preferably secured to a suitable base 33 mounted in the ground or a suitable supporting surface (not shown) to add height and to provide stability to housing 14 as shown in FIGS. 1, 5, and 6. Cabinet 17 may be provided with suitable venting (not shown) for the interior.

Please replace the second paragraph on page 10 with the following:

Typically, display modules 10a-d are [[is]] spaced in front of a suitable lighting source 18, as shown in FIG. 2. Display modules 10a-d

include ~~[[includes]]~~ a transparent or at least a substantially translucent self-supporting panel 24 having front and rear sides 28', a front face 28, and a plurality of opposed, horizontally disposed divider members 26, 26' positioned over panel 24 on front face 28 of panel 24, as shown in FIG. 3. Divider members 26, 26' are held in place by a plurality of retention members 34, 34', and when in place, divide front face 28 of display modules 10a-d into a plurality of horizontal regions 37, 37' ~~[[on display module 10]]~~, as shown by display module 10a in FIGS. 3-4.

Please replace the paragraph beginning on line 14 with the following:

Panel 24 is constructed of a material which is self-supporting and relatively rigid, such that panel 24 can carry the divider members and the additional components of display modules 10a-d as set forth herein without the aid of additional supporting members. Thus, panel 24 may be glass, polycarbonate, Plexiglas, or any other suitable material. Additionally, panel 24 is preferably transparent or at least substantially translucent such that light from light source 18 may shine through at least a portion of panel 24 when ~~[[the]]~~ display modules 10a-d ~~are~~ ~~[[is]]~~ disposed within illuminated display device 16.

Please replace the paragraph beginning on page 11, line 3, with the following:

Thus, for example, in one embodiment, as shown in FIG. 3, display module 10a further includes a pair of spaced apart, opposed,

and vertically elongated members 38, 38', 38'' (intermediate members), which include retention members 34, 34', 34'' on a surface thereof. Elongated members 38, 38', 38'' are arrayed in first and second opposed vertically spaced columns and serve as an intermediary to secure retention members 34, 34', 34'' to panel 24. Further, elongated members 38, 38', 38'' are secured to panel 24 by a plurality of spaced apart fasteners, which as illustrated are rivets 40, 40', 40'' which extend through corresponding apertures 42, 42', 42'' in panel 24 and corresponding apertures 43, 43', 43'' in elongated members 38, 38', 38''. Suitable washers 45, 45', 45'', which may be rubber or another material, may be present between rivets 40, 40' and 40'' and panel 24 when securing elongated members 38, 38', 38'' to panel 24.

Please replace the paragraph beginning on the bottom of page 12 with the following:

It is contemplated that each of display modules 10s a-d may include at least four columns 50, 50', 50'', 50''' of retention members 34, 34', 34'', 34''' such that at least a two-section menu board is provided, as shown by display module 10a in FIG. 4. By "section" it is meant a plurality of divider members 26, 26' spaced vertically above and below one another. Thus, one section 57 may be for breakfast, for example, and the second section 59 may be for lunch/dinner items, for example. It is contemplated that display modules a-d 10 may include as few or as many sections as is desired.

Please replace the paragraph on page 14 beginning at line 7 with the following:

The display members of the present invention may provide food descriptions, pricing information, restaurant or company information, artwork, or any other desired information. Display members 54, 54' are preferably elongated strips, as shown in FIG. 4, which have translucent portions such that when the display module 10 is positioned inside housing 14, light may project through the translucent portions of display member 54 such that the indicia on display members 54, 54' are are ~~[[is]]~~ easily viewable, particularly in darkness, as shown in FIG. 2. Typically, display members 54, 54' are plastic so as to enable the display member to flex in order to be inserted within divider members 26, 26'; however, any other suitable material may be used which has a translucent portion.

Please replace the paragraph on page 14 beginning at line 17 with the following:

In accordance with another aspect of the present invention, as shown in FIGS. 8-9, display module 10c includes attachment members 65 which extend outward from body of panel 24. When display module 10c is inserted within corresponding slot 67 of housing 14, and lowered within a cavity 69 of housing 14, attachment members 65 facilitate the insertion of display module 10c within housing 14 as will be discussed in detail further below. In one embodiment, panel 24 includes L-

shaped cut-out portions 68 on each side of panel 24 as shown in FIGS. 2-3, to define a relatively large tab 72 which may be inserted into corresponding slot 74 in the upper wall of the panel to facilitate the insertion of display module 10 in housing 14.

Please replace the paragraph on page 15 beginning at line 3 with the following:

In operation, self-supporting frameless display modules 10a-d are ~~[[is]]~~ assembled from its components as follows. If not already secured to or integral with panel 24, the plurality of opposed pairs of retention members 26 are secured to the panel and arrayed in first and second vertically disposed columns, as shown in FIGS. 3 and 10. For example, as shown in FIG. 3, vertically elongated members 38, 38', 38'' (intermediate members), which include retention members 34, 34', 34'' on a surface thereof may be secured to panel 24 by inserting grommets 40, 40', 40'' through corresponding apertures 42, 42', 42'' in panel 24 and corresponding apertures 43, 43', 43'' in elongated members 38, 38', 38''. Washers 45, 45', 45'', preferably of rubber, may also be used when securing elongated members 38, 38', 38'' to panel 24.

Please replace the paragraph beginning on page 15 at line 14 with the following:

Each divider member 26 may then be positioned within the respective opposed pairs of retention members. In the embodiment wherein divider member 26 has a front portion 44 with an “H-shaped” cross-section and integral rear portion 46 of divider member 26 defines an inwardly extending clip member 55, inwardly extending clip member 55 is inserted into opposed pairs of retention members 34, 34' to secure divider member 26 in its desired position on display modules 10a-d. [[Display]] Divider member 26 may be detached and removed from retention members 34, 34' by pulling divider [[display]] member 26 in a direction away from panel 24 and slowly turning [[the display panel]] divider member 26 in a clockwise or counterclockwise direction. A top portion 62 of display member 54 may be inserted into a first longitudinally extending retaining channel 48 of a first dividing member 26 and pushed upward such that display member 54 abuts the deepest portion of channel 48, as shown in FIG. 2. Display member 54 may subsequently be flexed inward to facilitate the insertion of lower edge 64 of the same display member 54 into a second longitudinally extending retaining channel 48' disposed vertically below first longitudinally extending channel 48 on an adjacent second dividing member 26'. Display member 54 may then be firmly held in place within the longitudinally extending channels.

Please replace the last paragraph on page 16 with the following:

The display module is now assembled and ready for insertion into opening 12 of housing 14 of illuminated display device 16. To insert any one of display modules 10a-d in housing 14, door 20 is first unlatched and opened to allow access to front opening 12 of housing 14. The relatively large upper tab 72 of display module 10a, for example, may be directed upward in the direction of arrow R into a corresponding slot 74 in upper wall 15 of housing 14, as shown in FIGS. 8 and 10. Tabs 65, if present, extending from sides of display modules 10 may be inserted into a corresponding slot 67 in housing 14 and then lowered in a downward direction in cavity 69 to secure the display module in place, as shown in FIG. 9. Fully assembled illuminated display devices including display modules in accordance with the present invention can be found in FIGS. 5 and 7, for example.

AMENDMENTS TO THE DRAWINGS:

Please delete the drawings currently on file, and replace with the enclosed six sheets of formal drawings.